

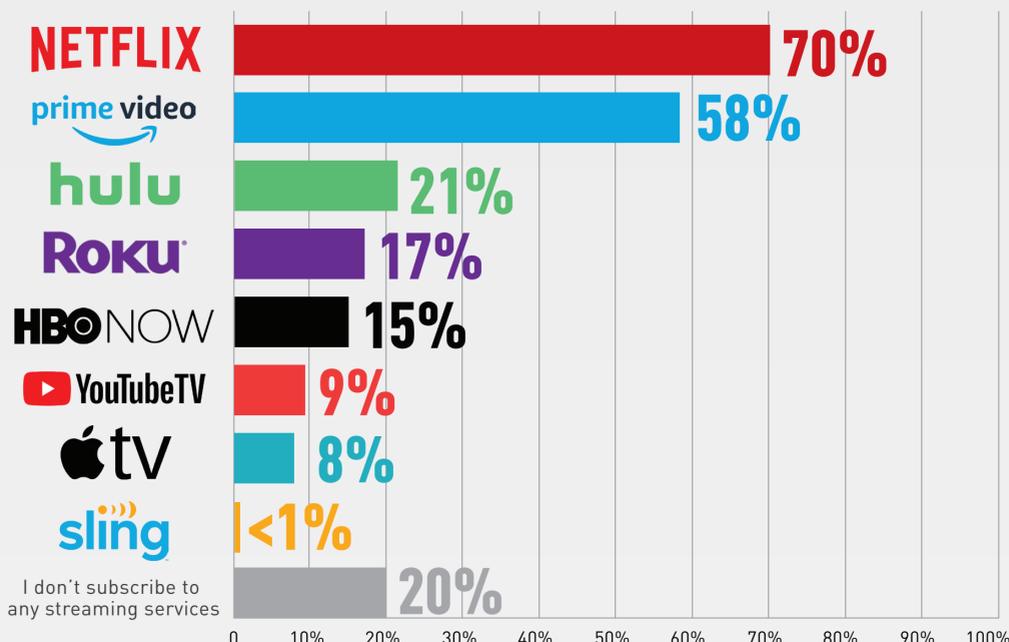
MedData Point Shares How Physicians Engage with Streaming Services

MedData Point is a market research program powered by MedData Group that collects and analyzes data to provide healthcare marketers with insights into the latest trends, technologies and perceptions in healthcare among physicians and other healthcare professionals and across a variety of specialties and practice sizes. The following survey data is reflective of 140 U.S. physicians.

With the tremendous growth of companies like Netflix, Hulu, and many more, streaming services have started replacing traditional cable and satellite television options for consumers, and physicians are no exception to the trend. In this survey, we asked physicians about their adoption of streaming services, which devices they're using most often for streaming, and how much time they spend watching streaming services.



First, we asked physicians which streaming services they subscribe to



Netflix was the most popular streaming service among survey respondents, followed by Amazon Prime Video.



Then we looked at streaming service subscriptions by age

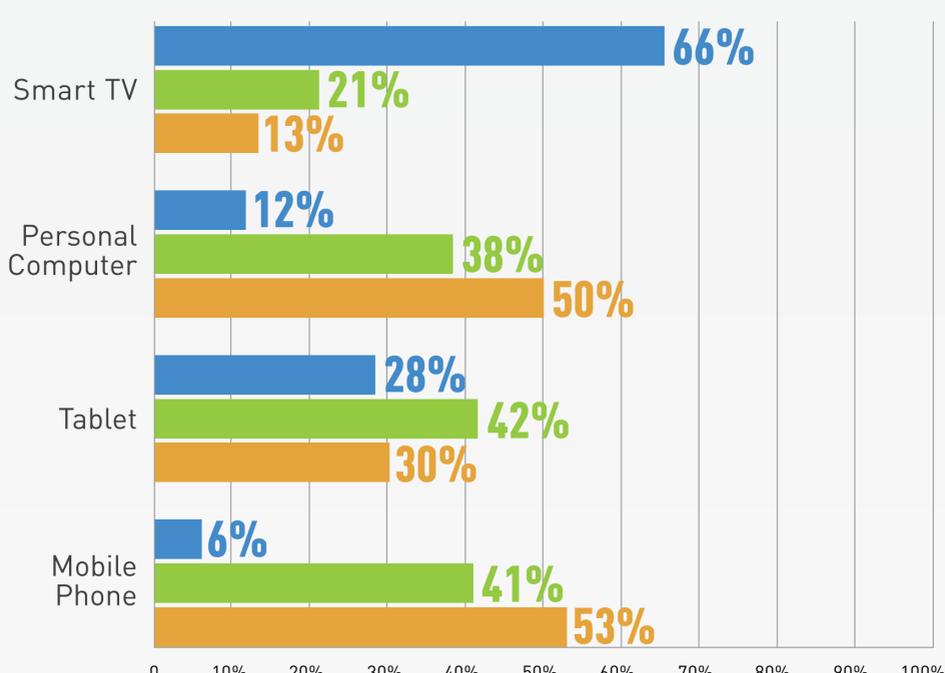
95% of physicians **UNDER THE AGE OF 50** subscribe to streaming services, most commonly Netflix and Amazon Prime Video

76% of physicians **OVER THE AGE OF 50** subscribe to streaming services



Next, we asked physicians how often they're watching streaming services on each of their devices.

● MOST OF THE TIME ● SOME OF THE TIME ● NONE OF THE TIME

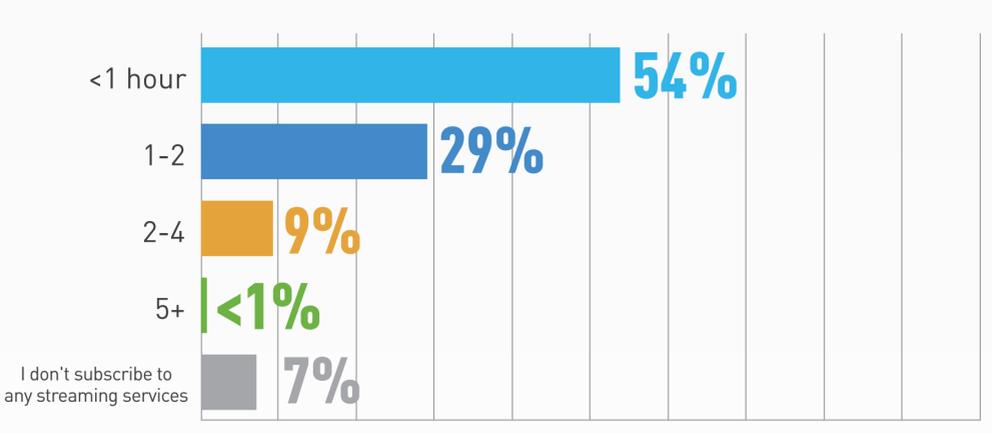


Smart TV was the most common device for watching streaming services, followed by tablet.



Lastly, we asked physicians how often they're watching streaming services.

OVER HALF of physicians said they watch **<ONE HOUR PER DAY**
NEARLY 30% of physicians said they watch **1-2 HOURS PER DAY**



There were no notable differences in total hours of streaming services watched by age or gender.

Now more than ever, healthcare advertisers understand the importance of engaging physicians and healthcare professionals through multiple digital channels away from the office and outside of working hours.

Contact us today to learn more about MedData Group's targeting capabilities for Advanced TV and across the web.



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